

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A gaming machine comprising:

a master gaming controller that is designed or configured to control one or more games played on the gaming machine and to request preference account information from a remote server wherein each game played on the gaming machine comprises a) receiving a wager on an outcome for the game, b) determining the outcome for the game and c) displaying a game presentation of the outcome determined for the game;

a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,

wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games; and

a user interface configured to display preferences, to receive preference selections, to display a simulated game presentation of an entire game of chance available for wagering game play on the gaming machine, ~~and~~ to display information regarding one or more preferences in a group of available preferences,

wherein the simulated game presentation is for allowing a user to determine the effects of different game feature settings on the game presentation for the game of chance prior to initiating the wagering game play on the gaming machine wherein the wager is not required to view the simulated game presentation, and

wherein the master gaming controller automatically updates the user's preference account information based upon the user's playing characteristics as the user plays the wagering play game on the gaming machine.

2. (Original) The gaming machine of claim 1, wherein a first portion of the preference account information is requested from a preference account on the remote server and wherein a second portion of the preference account information different from the first portion is requested from the preference account on the remote server.
3. (Previously Presented) The gaming machine of claim 1, wherein the loyalty point account information comprises at least one or more records that include an amount of loyalty points rewarded during a particular event.
4. (Previously Presented) The gaming machine of claim 3, wherein the particular event is selected from the group consisting of a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase and a game play.
5. (Original) The gaming machine of claim 1, wherein the loyalty point account settings are selected from the group consisting of a name, an address, contact information, tax information and preferred rewards.
6. (Original) The gaming machine of claim 1, wherein the promotional opportunities are one or more particular events that allow a player participating in said one or more events to earn extra loyalty points.
7. (Original) The gaming machine of claim 1, wherein the preferred games are selected from the group consisting of video slots games, video poker games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.
8. (Original) The gaming machine of claim 1, wherein the preferred gaming features for said preferred games is selected from the group consisting of game versions, game color schemes, game graphical features, a game presentation speed, game pay-out tables and game audio features.

9. (Original) The gaming machine of claim 1, wherein the preferred gaming machine settings is selected from the group consisting of a volume setting, an input interface configuration, a display setting, a denomination setting, a betting preference setting and a beverage setting.
10. (Original) The gaming machine of claim 1, further comprising: biometric input device designed or configured to receive biometric information from a game player.
11. (Original) The gaming machine of claim 10, wherein the biometric input device is selected from the group consisting of a finger print reader, a retina scanner, a camera and a microphone.
12. (Cancelled)
13. (Previously Presented) The gaming machine of claim 1, wherein the user interface is compatible with a web browser.
14. (Original) The gaming machine of claim 1, further comprising:  
one or more input devices designed or configured to input preference account information.
15. (Previously Presented) The gaming machine of claim 1, wherein the input device is selected from the group consisting of a video touch screen, a button panel, a track ball, a mouse, a microphone, a touch pad, a card reader, a joy stick, a wireless interface, and a key pad.
- 16-29. (Cancelled)
30. (Currently Amended) In a gaming machine, a method of customizing a game play according to one or more player preferences, the method comprising:  
selecting a preference account;  
receiving preference account information;

displaying a user interface configured to display preferences, to receive preference selections, to display a simulated game presentation of an entire game of chance available for wagering game play on the gaming machine, and to display information regarding one or more preferences in a group of available preferences, wherein the simulated game presentation is for allowing a user to determine the effects of different game feature settings on the game presentation for the game of chance prior to initiating the wagering game play on the gaming machine wherein a wager is not required to view the simulated game presentation;

automatically updating the user's preference account information based upon the user's playing characteristics as the user plays the wagering play game on the gaming machine;

reconfiguring the gaming machine using said preference account information; and  
executing a game play on the reconfigured gaming machine wherein the game play comprises a) receiving a wager on an outcome for a game, b) determining the outcome for the game and c) displaying a game presentation of the outcome determined for the game;

wherein the preference account information includes one or more items selected from the group consisting of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

31. (Previously Presented) The method of claim 30, wherein the loyalty point account information comprises at least one or more records including an amount of loyalty points rewarded during a particular event.

32. (Previously Presented) The method of claim 31, wherein the particular event is a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase or a game play.

33. (Original) The method of claim 30, wherein the loyalty point account settings are selected from the group consisting of a name, an address, contact information, tax information and preferred rewards.

34. (Original) The method of claim 30, wherein the promotional opportunities are one or more particular events that allow a player participating in said one or more events to earn extra loyalty points.
35. (Original) The method of claim 30, wherein the preferred games are selected from the group consisting of video slots games, video poker games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.
36. (Original) The method of claim 30, wherein the preferred gaming features for said preferred games is selected from the group consisting of game versions, game color schemes, game graphical features, a game presentation speed, game paytables and game audio features.
37. (Original) The method of claim 30, wherein the preferred gaming machine settings is selected from the group consisting of a volume setting, an input interface configuration, a display setting, a denomination setting, a betting preference settings and a beverage setting.
38. (Original) The method of claim 30, further comprising:  
sending a message including a request for preference account information to a remote server and receiving preference account information from said remote server.
39. (Original) The method of claim 38, further comprising:  
sending a first message including a request for a first portion of the preference account information from a preference account on the remote server and sending a second message including a request for a second portion of the preference account information from the preference account on the remote server wherein the second portion is different from the first portion.
40. (Original) The method of claim 30, wherein the preference account information is received from an input device on the gaming machine.

41. (Previously Presented) The method of claim 30, wherein the preview and information regarding one or more preferences is displayed on one or more video displays.

42. (Original) The method of claim 30, further comprising:  
receiving a request to access the preference account and authenticating the request.

43. (Original) The method of claim 30, wherein the access request is authenticated using biometric information.

44. (Previously Presented) The method of claim 30, further comprising:  
sending preference account information to an external storage unit wherein said external storage unit is selected from the group consisting of a smart card, a magnetic striped-card, a paper print-out, a remote server and a personal digital assistant.

45-54. (Cancelled)

55. (Currently Amended) A method of creating or modifying a player preference account for a gaming machine, the method comprising:

identifying a player desiring to create or modify said player preference account from a computing device used by said player;

presenting a user interface configured to display preferences, to receive preference selections, to display a simulated game presentation of an entire game of chance available for wagering game play on the gaming machine, and to display information regarding one or more preferences in a group of available preferences, wherein the simulated game presentation is for allowing a user to determine the effects of different game feature settings on a game presentation for the game of chance wherein a wager is not required to view the simulated game presentation;

automatically updating the user's preference account information based upon the user's playing characteristics as the user plays the wagering play game on the gaming machine;

receiving user inputs specifying one or more of said player preference account options;  
and

creating or modifying the player preference account based on the received user inputs.

56. (Original) The method of claim 55, wherein the computing device selected from the group consisting of a gaming machine, a home computer, a casino kiosk, a personal digital assistant, a phone, and a video display interface.
57. (Original) The method of claim 55, wherein the preference account options include one or more of selections of loyalty point account settings, selections of preferred games, selections of preferred game features for said preferred games, selections of preferred gaming machine settings, selections of preferred bonus games, selections of preferred progressive games, and selections of redeemable awards.
58. (Original) The method of claim 55, further comprising:  
simulating a game presentation on the user interface using the received user inputs specifying the one or more preference account options.
59. (Original) The method of claim 55, further comprising:  
displaying preference account information to the user interface.
60. (Original) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes a simulated game generated using one or more preference selections.
61. (Original) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes an account summary.
62. (Original) The gaming machine of claim 61, wherein the account summary includes points awarded for an activity.
63. (Original) The gaming machine of claim 61, wherein the account summary includes one or more fields chosen from the group consisting of a date, a location, an activity, and points awarded for an activity.

64. (Original) The gaming machine of claim 1, wherein the information displayed regarding the one or more preferences includes award level categories.
65. (Original) The gaming machine of claim 64, wherein each award level category includes one or more prizes that are redeemable at an award level corresponding to the award level category.
66. (Previously Presented) The gaming machine of claim 65, wherein the user interface further comprises an information display area for displaying additional information for each of the prizes.
67. (Original) The gaming machine of claim 1, wherein the information displayed regarding one or more preferences includes a promotional opportunity.
68. (Previously Presented) The gaming machine of claim 1, wherein the information regarding one or more preferences in a group of available preferences includes information about an award.
69. (Previously Presented) The gaming machine of claim 30, wherein the information regarding one or more preferences in a group of available preferences includes information about an award.